

Section 1

Introduction

This information package or “tool kit” has been assembled to aid those seeking to increase the use of alternative fuel vehicles (AFVs) in airport shuttle applications. This information should be helpful to individuals involved in marketing AFVs, alternative fuels, or AFV-related equipment or services, as well as those involved in airport operations, environmental issues, or fleet operations.

This work was funded by the U.S. Department of Energy through a grant to the Clean Vehicle Education Foundation (CVEF). Edwards and Kelcey, Inc. developed this Tool Kit under a subcontract to the CVEF. The Tool Kit is intended to be used by CVEF partners in Clean Cities and other organizations across the country who have expressed interest in committing to promotion of AFVs at airport shuttle fleets in their region. These identified partners will also receive technical assistance as appropriate to aid in their mission.

The number and characteristics of shuttles and shuttle fleets vary greatly, both within an individual airport and within the airport sector. This diversity makes generalizations difficult. Any program of marketing or application of AFVs to shuttle fleets at a specific airport must be based on detailed information about the fleets at that airport as derived from surveys and other investigations. The information presented here is not intended to replace these necessary, airport-specific information-gathering processes. Rather, this information will support the local, detailed, and persistent marketing efforts.

Section 2 introduces the range of characteristics encountered in shuttle fleets across the airport sector and identifies some of the more typical characteristics. The marketing implications for shuttle operations are drawn in Section 3, which identifies general marketing strategies, as well as an example components of detailed local strategies and an example survey protocol. Case studies in Section 4 show the results of surveys of shuttle fleets at four major airports and examples of successful AFV applications that can be cited to prospective fleet operators.

Section 5 pulls together information from original equipment manufacturers (OEMs) on the AFVs they make that are appropriate for the airport shuttle market. Section 6 lists contacts in government and industry that may be of value to local programs. Finally, Section 7, Local Data, is open and can be used by the reader to keep results of local marketing investigations and local reference material as it is developed.